2020 Census
Program Management Review

Lifecycle Planning

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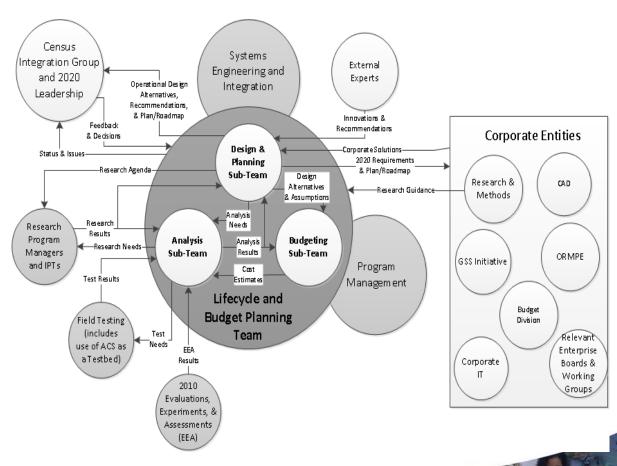March 8, 2013

2020 Census:
Lifecycle Planning

Objectives:

- Construction of preliminary operational design alternatives and budget estimates associated with those alternatives.

- Integration of recommendations and solutions from the 2020 R&T Teams.

- Integration of Enterprise solutions.

- Integration of external drivers and input.

2020 Census: Lifecycle Planning Stakeholders and Interactions

The L&BP Team will interface with Decennial stakeholders and leadership, as well as corporate entities involved in solution development

2020 Census:
Lifecycle and Budget Planning Components

- 2020 Census Function Maps
- 2020 Census Lifecycle Roadmap
- FY 2015 – FY 2018 Budget Planning
- Refinement of the 2020 Census Lifecycle cost estimates
- Trade-off Analysis
- Cost-Benefit Analysis
- In-depth cross-operational 2010 Census analysis
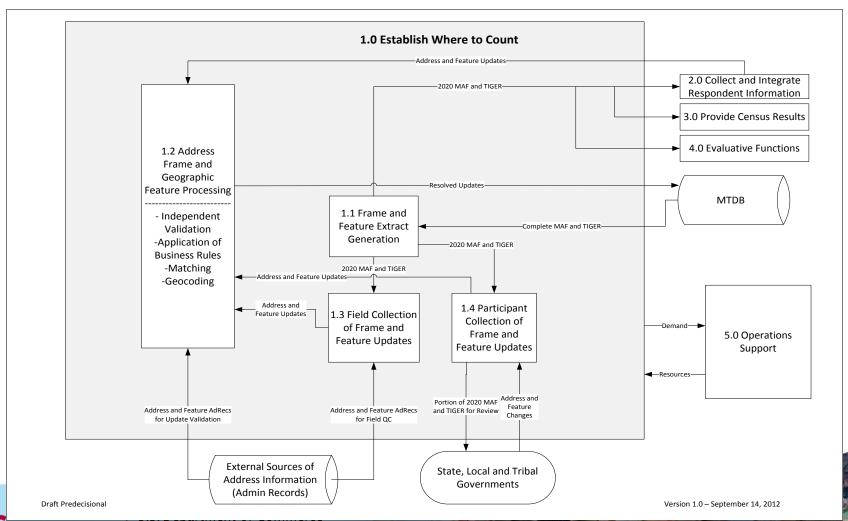
2020 Census:
Function Maps

- Definition:
  - A hierarchical representation of the functions that must be performed to conduct the 2020 census, the key information exchanges among the functions and with external parties who participate in the census and data used to support census operations.
  - Focuses on what needs to be done rather than how it will be done.
- Represents the full scope of the 2020 census operational design:
  - Starts with pre-census address and geographic feature updates
  - Ends once census data products are disseminated and coverage and quality are measured
  - Does not include program management functions during the census operations
  - Does not include the design, development, and acquisition of materials, systems, processes and procedures needed to support the census operations
- Does not represent a process flow

2020 Census:
Function Map Example

2020 Census:
Lifecycle Roadmap

Goal: Develop a timeline of key decision points, deliverables, and milestones.

Uses:

- Budget Formulation
- Baseline against which we can assess the program
- Baseline against which we can describe change
- Risk Management

2020 Census:
Lifecycle Roadmap

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

2020 Census:
Lifecycle Roadmap Highlights

- Preliminary 2020 Architecture Defined: September 2014

- Narrowing of 2020 Census Design Alternatives: September 2014

- Estimated Address Canvassing workload with geographic distribution: September 2015

- Estimated Nonresponse Followup workload: September 2015

- Recommendation on number of field offices: March 2016

- Sign leases for early opening field offices: September 2018

(All dates are subject to change.)

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9

2020 Census:
FY 2015 – FY 2018 Budget Planning

Goal: Develop a FY 2015 budget request and initiate planning for FY 2016 - FY 2018 budgets that reflect the needs, goals, and objectives of the 2020 program.

Approach:

- Inter-divisional Team of Stakeholders

- Brainstorming on scope not currently covered by FY 2012 – FY 2014 Research and Testing efforts

- Provide opportunity to better align funding with activities

2020 Census:
Lifecycle Cost Estimates

Goal: Continually mature the detail and reliability of the Census 2020 cost estimation.

 Approach:
- Obtain actuals from the 2010 Census and begin analysis
- Identify subject matter experts for consultation during the analysis phase
- Produce Monte Carlo simulations using Decennial Budget Integration Tool (DBIT) and Crystal Ball software
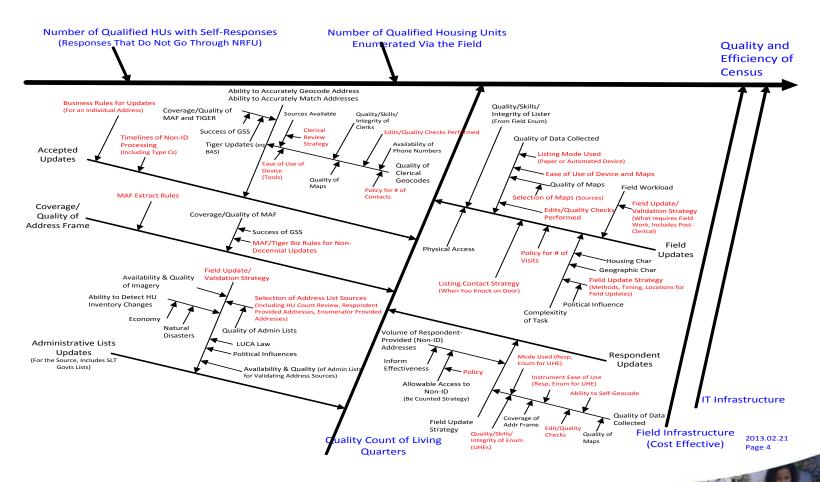- Document all process steps, assumptions, decisions and input from SMEs used to build the Lifecycle Cost Estimate

2020 Census:
Trade-Off Analysis

- Methodology Development Plan

  - Utilize cause and effect diagrams to identify influences on cost and quality, relationships, key trade-off considerations, and data needs

  - Provide feedback to research teams on data expectations

  - Develop analysis methodology

  - Status: Work on cause and effect diagrams began on February 6th

2020 Census:
Trade-Off Analysis Notional Diagram

2020 Census:
Cost-Benefit Analysis

- Methodology development
  - Conduct a pilot with one of the 2020 research team topics
  - Utilize contractor's experience with CBA to work through the pilot to develop overall CBA methodology
  - Communicate methodology to 2020 teams

2020 Census:
2010 Cross-Operational Analysis

- Goals
  - Review costs and outcomes across operations
  - Conduct detailed analysis of costs by linking payroll data with case-level data
- Development
  - Build a file that incorporates all activities for every MAFID in the 2010 Census, from address list development through enumeration and imputation
- Status
  - Operational file scheduled to be completed by March 15th
  - Cost data file development scheduled to start April 1st
  - Results to be released on a flow basis, starting this summer (if not sooner)

Questions?